

CANDIDATE	INTERVIEWER	DATE	STAGE
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INTERVIEW QUESTIONS · MARKETING AUTOMATION MANAGER

1	How do you determine the success metrics for an automated marketing campaign?	1 2 3 4 5	
2	Which marketing automation tools have you worked with, and what's your preferred platform? Why?	1 2 3 4 5	
3	Describe a campaign you managed that greatly benefited from automation. What were the results?	1 2 3 4 5	
4	How do you handle integrating marketing automation tools with other software platforms or CRM systems?	1 2 3 4 5	
5	Can you discuss a time when an automated campaign didn't meet expectations and how you addressed it?	1 2 3 4 5	
6	How do you ensure leads are appropriately segmented and targeted in your campaigns?	1 2 3 4 5	
7	What strategies do you employ to enhance lead nurturing and conversion through automation?	1 2 3 4 5	
8	How do you stay updated with the latest features and best practices in marketing automation?	1 2 3 4 5	
9	Describe your experience with A/B testing in automation campaigns. How have you utilized results to enhance subsequent campaigns?	1 2 3 4 5	
10	Can you discuss a time when you had to collaborate with sales or other departments to align an automated campaign with broader company goals?	1 2 3 4 5	

OVERALL ASSESSMENT

CRITERIA	SCORE (1-5)	NOTES
Educational Background Appropriate qualifications or training for the position.	1 2 3 4 5	
Prior Work Experience Skills or qualifications acquired through past work.	1 2 3 4 5	
Qualifications / Experience The technical skills the position actually needs.	1 2 3 4 5	
Problem Solving Abilities Demonstrated critical problem-solving.	1 2 3 4 5	

CRITERIA	SCORE (1-5)	NOTES
Communication Team building and communication skills.	① ② ③ ④ ⑤	
Organizational Fit Would this hire steer the organization the right way?	① ② ③ ④ ⑤	
Directional Fit A step forward, or backward, in their career?	① ② ③ ④ ⑤	

RECOMMENDATION

☐ Advance ☐ Hold ☐ Decline

1 = well below the bar · 3 = meets it · 5 = clearly above it

AvaHR — hiring software for teams without a recruiter
Use the same scorecard for every candidate in this role.